

USA **USDA/FAS** TRADE SHOW TIDBITS

May 2011

We Are Back!!



Spring Back into Business



Don't miss these opportunities to meet potential foreign buyers!

USDA-endorsed trade show events:
www.fas.usda.gov/scripts/agexport/EventQuery

The 2011/2012 calendar:
www.fas.usda.gov/agx/trade_events/trade_events

U.S. trade shows with international attendance:
http://www.fas.usda.gov/agx/trade_events/us_trade_shows.asp

ASIAN ACCENTS



Food Taipei, (June 22-25, 2011), Taiwan: One of the largest food and beverage shows in Asia, Food Taipei attracts buyers from across Asia and the world. Over 30,000 professional buyers visited the 22 American exhibitors in the USA Pavilion at Food Taipei 2010. Testing the market with more than 30 new products, each U.S. exhibitor made approximately 10–15 serious new business contacts at Food Taipei 2010 and, as a result, total sales were projected at \$3.5 million over the next year. Taiwan is the United States' 6th largest export market for food and agricultural products. Best market prospects include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, beef, wines, seafood, rice, tree nuts, health food, and juices. For more info visit www.foodtaipei.com.tw or contact Tobitha.Jones@fas.usda.gov or (202)-690-1182.

Asia Fruit Logistica, (Sept. 6-8, 2011), Hong Kong: Described as 'The' must-attend annual trade fair for the fresh fruit and vegetable business in Asia, Asia Fruit Logistica is truly an international event. More than 300 exhibitors from 60 countries and nearly 4,100 trade visitors attended the show in 2010. The 17 exhibitors and FAS program Cooperators in the US Pavilion introduced 28 new-to-market products resulting in \$40,000 of on-site sales and \$3.8 million (estimated) in 12-month projected sales from 375 new business contacts. Products with the best

market prospects include almonds, apples, grapes, citrus/grapefruit, cherries, all types of berries, ethnic and specialty vegetables, and ready-to-eat packaged vegetables. For more information visit www.asiafruitlogistica.com or contact Tobitha.Jones@fas.usda.gov or 202-690-1182.

Food Ingredients (Fi) Asia, (Sept. 21-23, 2011), Bangkok: Alternating annually between Bangkok and Jakarta, this event is recognized as the top meeting place for food ingredient suppliers. Fi Asia 2009 welcomed approximately 130 exhibitors from 20 countries and attracted over 6,225 industry professionals from 40 countries. USA Pavilion exhibitors reported \$1.3 million in on-site sales and \$5 million in projected sales in the 12-month period following the 2009 show. Best market prospects include specialty food ingredients, bakery, and snack ingredients. For more information, visit fiasia-thailand.ingredientsnetwork.com or contact Sharon.Cook@fas.usda.gov at (202)720-3425.

Food & Hotel Vietnam, (Sept. 28-30, 2011), Ho Chi Minh City: A U.S. Pavilion is being organized at the 6th edition of Food & Hotel Vietnam, a sourcing ground and networking trade event for food and hospitality trade professionals in Vietnam (only one booth remaining!). The event will be held at the new venue of Saigon Exhibition and Convention Center. Food & Hotel Vietnam 2009 welcomed 7,700 trade professionals from all over Vietnam. Also featured were 333 exhibiting companies from 30 countries/regions. Best market prospects include dairy products, chilled and frozen meat, frozen poultry, fresh fruits, snack foods, packaged foods (canned fruit and vegetables, canned meat, juices, condiments, sauces), dried fruits and tree nuts, wines, beer, and confectionary. For more info see: <http://platypusdesign.s3.amazonaws.com/FHV11%5Bweb%5D.pdf> or contact Sharon.Cook@fas.usda.gov at (202)720-3425. A USDA Agribusiness Trade Mission is being organized to Vietnam prior to the trade show. For more info contact Darrell.Upshaw@fas.usda.gov at 202-690-1786.

Food & Hotel China, (Nov. 16-18, 2011), Shanghai: Attracting international exhibitors and regional buyers, Food & Hotel China (F&HC) is one of the largest food, beverage, and hospitality shows in Asia. The fastest growing import food and wine market in the world, China is poised to overtake the United States as the

largest food market in the world. This event provides an opportunity to meet China's leading importers and distributors, who can help facilitate entry into the Chinese market. F&HC 2010 attracted over 1,000 companies from 79 countries/regions with 23,539 buyers visiting the 3 day show. In the USA Pavilion, 38 exhibitors estimated nearly \$30 million in 12-month projected sales, finalized \$154,000 in on-site sales, displayed 1,488 products, and made 909 business contacts. Best market prospects include non-alcoholic beverages, canned and processed foods, confectionery, dairy products, food ingredients, fresh produce, gourmet food, health food, meat and poultry, seafood, wines, spirits, and beers. For more info visit www.fhcchina.com or contact Tobitha.Jones@fas.usda.gov or 202-690-1182.

LATIN SWING



ABASTUR (Aug. 30 – Sept. 1, 2011) Mexico City, Mexico: Considered to be one of the largest trade shows for the hospitality industry in Mexico City, Abastur attracted over 21,000 visitors in 2009, including top buyers and importers. U.S. exhibitors reported \$11 million in 12-month sales and 708 business contacts. Best market prospects include beef, pork, dairy products, seafood, poultry products, snacks, food ingredients, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, alcoholic and non-alcoholic beverages, vegetable oils, frozen products, sugar and sweeteners, and herbs and spices. For more info visit: www.abastur.com or contact Tobitha.Jones@fas.usda.gov at 202-690-1182.

THE LAND DOWN UNDER



Fine Food Australia, (Sept. 5-8, 2011), Sydney: The largest food industry event in the

region, Fine Food is an international exhibition for the food, drink, and equipment industries and attracts over 25,300 trade-only buyers and decision makers in the food importing, distribution, retail, and catering industries. Best product prospects include organic and natural products, fruit/tea drinks, sports and energy drinks, fresh pasta sauce, frozen Asian foods, and nutritious snacks. For more information, visit: imexmanagement.com/show/29/fine-food-australia-2011 or contact Sharon.Cook@fas.usda.gov at 202-720-3425.

EUROPE AND RUSSIA SMORGASBORD



World Food Moscow, (Sept. 13-16, 2011),

Moscow: This event offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing markets. Last year, this 4-day show drew more than 1,200 exhibitors from 58 countries and attracted 60,000 importers, wholesalers, retailers, and processors from all parts of Russia and many neighboring countries. The main U.S. Pavilion will be located in the Fruits & Vegetables Sector, with satellite U.S. Pavilions in Fish & Seafood and in Grocery. Best market prospects include meat & poultry, fish & seafood, dried & fresh fruits, nuts, food ingredients, snacks, confectionery, prepared and canned foods, wines, dry beans & lentils, and popcorn. For more info visit: www.foodexhibitions.com/worldfood-moscow/2011/WFM2011USA.pdf or contact Sharon.Cook@fas.usda.gov at 202-720-3425.

ANUGA, (October 8-12, 2011), Cologne, Germany: ANUGA, held biennially in Cologne, Germany, is the world's largest food and beverage industry trade event. ANUGA 2009 was attended by approximately 150,000 visitors from 180 countries and more than 6,500 exhibitors from 98 countries. The U.S. Pavilions were a successful platform for the 145 participants and generated \$7.8 million in estimated on-site sales and \$158 million in 12-month projected sales. For more info visit: www.fas.usda.gov/agexport/shows/2011/Anuga2011.pdf or contact Sharon.Cook@fas.usda.gov at 202-

720-3425. *Please be advised that the Fine Food Pavilion is already sold out.*

Food Ingredients (Fi) Europe, (Nov. 29-Dec 1, 2011), Paris: Fi Europe is the global meeting place for all stakeholders in the food ingredients industry. This event, held every 2 years in a major European city, brings together the world's leading food and beverage suppliers, research and development experts, and production and marketing specialists while showcasing a diverse range of new and innovative ingredients and services. The 25th anniversary of Fi Europe will take place in Paris, attracting 23,000 attendees from 100 countries. *Only a few booths remain in the U.S. Pavilion.* More info visit: fieurope.ingredientsnetwork.com or contact Sharon.Cook@fas.usda.gov at 202-720-3425.

S-U-C-C-E-S-S



USA Pavilion Organized at Indonesia Trade Show After a Decade Hiatus. An official USA Pavilion was organized at Food & Hotel Indonesia (FHI), Indonesia's premier food, drink, and hospitality trade event, held April 6-9, 2011, in Jakarta, Indonesia. This was the largest FHI to date with approximately 20,800 visitors and over 1,000 exhibitors from 29 countries, including national and regional pavilions. Twelve companies/associations participated in the USA Pavilion, introducing 28 products and making 228 serious contacts. Products generating the most interest included pea flour for fried chicken coating, popcorn, frozen turkey and duck, various beef cuts/products, wine-flavored ice cream, potato flakes and granules, and Wonka candies. Exhibitors reported 12-month projected sales of approximately \$4.83 million, largely for beef products. Acting USDA Under Secretary Michael Scuse participated in the show's Opening Ceremony and met informally with Pavilion exhibitors. For more information, contact Sharon Cook at 202-720-3425.